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January 8, 2003

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554
ATTN: David Brown

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JAN - 8 2003

**FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY**

Re: Docket No. MB 02-235
Ex Parte Presentation. DA 02-2082

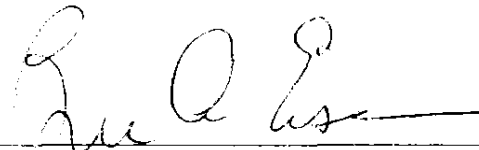
Dear Ms. Dortch:

On January 7, 2003, Spanish Broadcasting System, Inc. made an ex parte presentation to Commissioner Jonathan S. Adelstein, pursuant to the Commission's Public Notice in the above-referenced docket, released August 26, 2002. The ex parte presentation consisted of the provision of the attached letter to Chairman Powell from the Association of Hispanic Advertising Agencies.

Should any questions arise with regard to this matter, kindly communicate directly with this office.

Very truly yours,

KAYE SCHOLER, LLP

By: 
Bruce A. Eisen

Enclosure

cc: Qualex International/Rm CY-B402

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January 6, 2003

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20024

Dear Chairman Powell:

The Association of Hispanic Advertising Agencies (AHAA) is the national organization of firms that specialize in marketing to the nation's Hispanic consumers. AHAA represents over 95% of the Hispanic advertising industry and we work in partnership with all issues regarding our industry in the private and public sectors.

We would like to take this opportunity to suggest that the impact of the proposed merger between Univision and HBC be fully explored and understood before any final decisions are made. AHAA firmly believes that a competitive marketplace is necessary for innovation, creativity and growth.

Therefore, we would like the Commission to further study the effect of the media concentration resulting from the pairing of the nation's #1 Spanish-language television operator with the #1 Spanish-language radio owner. As leaders of the Hispanic advertising industry, we are ready to assist the commission in providing additional insights and expertise as needed.

Sincerely,

The AHAA Board of Directors